

Art Works for Virginia January 23-25, 2007

Sponsored by:

Virginians for the Arts Foundation
Virginia Commission for the Arts
Virginia Museum of Fine Arts

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Tuesday, January 23

- 1:00 p.m. Business meeting, Virginia Alliance of Local Arts Agencies
- 3:00 p.m. **The Arts as a Destination Maker: Arts/Cultural/Entertainment Districts**

Panelists Mary Miller, Downtown Norfolk Council; Jennifer Mange, formerly with the Baltimore Arts & Entertainment District; and Brian Shull, Economic Development Director, City of Harrisonburg, will share their experiences in planning and building arts and entertainment districts, a growing trend among both large and small cities across the country. This session will be of interest to community planners, all arts organizations, and leaders of local arts agencies.

Wednesday, January 24

- 8:30 a.m Registration, coffee, and conversation
- 9:30 a.m. **Opening Session**

Welcome, Dr. Lucius Ellsworth, Chair, Virginia Commission for the Arts, and Marcia Thalheimer, President, Virginians for the Arts

Keynote speaker - William Cleveland, Founder and Director of the Center for the Study of Art and Culture, **Art and Upheaval: Artists on the World's Front Lines**

When the forces of creativity and destruction meet in places like Phnom Penh, Belfast, and Johannesburg, surprising things happen. Artists in these and other communities in crises around

the world are working to battle tyranny, resolve conflict, promote healing, and re-build *civil* society. Bill Cleveland will share stories of artists working to provoke social and political change on five continents. Based on research for a soon-to-be-released book, Mr. Cleveland's talk will recount the cultural, social, and political interplay surrounding these unlikely endeavors.

11:00 a.m.

Concurrent sessions

Art and Upheaval: Lessons Learned from Artists on the World's Front Lines

Keynote speaker Bill Cleveland will follow his address to the full conference with a workshop on lessons learned about the role of the arts in communities. As investment in arts-based community development has increased, so have the stakes for the communities and individuals involved. Artists and their community collaborators are tackling daunting issues like community safety, social justice, education, and economic development. This workshop will explore cultural development strategies used in communities in crisis around the world that can be applied by artists and arts organizations facing less extreme circumstances. What promotes and nurtures our individual and collective creativity? What skills do partners need to enter into successful collaborations? Are there different aspects of the creative called up by different circumstances? How do arts and non-arts partners find common ground and mutual self-interest? How do partners share power, define success, and build trust? Are there principles that can be applied to strengthen the creative impulse as communities confront their most difficult problems?

Strengthening the Board/Staff Relationship

The success of any nonprofit is influenced by how well the board and the staff of the organization work together. Come learn some simple tools and healthy habits that you can use to make sure you are working hand-in-hand to accomplish the mission of the organization. Alyson Ball of BoardWorks, based in Charlottesville, will lead the discussion.

Strategic Communication for Arts Organizations

Communication programs are always under pressure to show results, particularly in nonprofit arts organizations with limited financial resources. It is a scary proposition if you are new to the practice of public relations/communications. Arts organizations must practice strategic communications in ways to build better relationships with key publics, solve organizational problems, and promote mission and goals to all key stakeholders. What is strategic communication planning and management? How can you align your public relations/communication program with your organization's mission, goals, and objectives, and why should you? How can you build better relations and improve your image with key stakeholders critical to your success? How can you design and implement a strategic public relations/communications plan that gets the results you want and your supporters demand? Les Potter, international consultant and teacher, will lead the discussion.

Arts in Healthcare: The Creative Center

If you believe that art is good, then it is good everywhere, and especially good in places where the human spirit is in need. The Creative Center of New York was founded to engage people with long term illnesses, such as cancer or heart disease, in making and experiencing the arts. Who wants to make art when they are sick? It turns out that a large majority of people do. Many patients are hospitalized for long periods of time, enveloped by boredom which breeds anxiety, and filled with a fear which can become pervasive. Patients who are in pain need medication - they also need people and companionship and creativity. The Creative Center founder Robin Glazer will present this organization's story of artists in healthcare facilities, a program that has now expanded to Boston and is coming soon to Washington, DC.

Marketing to People with Disabilities

There are 56 million people with disabilities in this country. Studies show that people with disabilities say they are not involved in cultural organizations because of a lack of encouragement on the part of these community organizations. Carmen Jones of the Solutions Marketing Group has developed disability marketing strategies for clients such as American Express, AOL, Bank of America, and ESPN. Learn from her how to reach patrons with disabilities, strategies for expanding your audience, and strategies for leading dynamic change within your organization.

Curators Roundtable

Leading off the roundtable will be a panel presentation on ACreating a Strategic Plan for Exhibitions.≡ Panelists will be Susannah Koerber, Chief Curator of the Art Museum of Western Virginia; Robin Nicholson, Associate Director of Exhibitions, Virginia Museum of Fine Arts; and Tom Somma, Director of University Galleries, University of Mary Washington, Fredericksburg. The panelists will share their philosophies and approaches to the many and varied issues surrounding multi-year exhibition planning. Break out discussion groups will follow.

Bring 30 copies of your exhibition schedule for this year and next to share.

Virginia Art Educators Association Supervisors Meeting

Public school art supervisors will meet to discuss common issues. Barbara Laws of the Norfolk Public Schools and Pat Franklin of the Newport News Public Schools and Supervision Division Director of the Virginia Art Educators Association will lead the discussion.

Virginia Music Educators Association Supervisors Meeting

Public school music supervisors will meet to discuss common issues. Jim Harmon, Music Supervisor of the Loudoun County School and President of the Virginia Music Educators Association, will lead the discussion.

12:30 p.m. **Lunch**

Remarks by Marcia Thalhimer, President, Virginians for the Arts

Performance by the Kusun Ensemble

2:00 p.m. **Virginians for the Arts Annual Membership Meeting**

2:30 p.m. **Concurrent Sessions**

Customer Service for Arts Organizations

You want your audiences to have an outstanding experience when they attend your performances or exhibitions. The experience begins with the first point of contact, whether it is the box office or the response to a telephone call. Bobbie Walker of the Virginia Tourism Corporation will describe strategies for creating and sustaining excellent customer service for all types of arts organizations. It is a goal of the Virginia Tourism Corporation to present a unified Virginia to our visitors, one that is accommodating and knowledgeable and that radiates southern charm.

Strategic Planning for Arts Organizations

For today=s arts professionals, planning must be the organizational equivalent of creating art, asserting vision and values, and directing and shaping any organization=s own evolution. What learning is to an individual, planning should be to an organization. Nello McDaniel of Arts Action Research will present current ideas about strategic planning for arts organizations.

Audience Research in the Performing Arts

Back by popular demand! The Barter Theatre of Abingdon has conducted a series of focus groups with potential ticket buyers to learn how they decide which performing events to attend. Richard Rose, Producing Director of the Barter, will again present the findings which are important information for any performing arts organization that is looking for a larger audience. This presentation was made at the 2006 Art Works for Virginia conference and is being repeated at the request of conference attendees.

Curators Roundtable

Discussion of AContemporary Art: Issues and Opportunities,≡ a direct application of the morning session=s topic. The panelists will focus on how planning for contemporary art exhibitions presents curators with challenges and opportunities when dealing with such topics as juried shows, invitationals, censorship, controversial subjects, new media, vanity shows, and locally versus nationally based exhibitions. Break out discussion groups will follow. Panelists will be Ragan Cole-Cunningham, Director of Exhibitions and Education, Contemporary Art Center of Virginia, Virginia Beach; John Ravenal, Curator of Modern and Contemporary Art, Virginia Museum of Fine Arts; and Leah Stoddart, Director, Second Street Gallery, Charlottesville.

Virginia Art and Music Educators Supervisors

Public school art and music supervisors will meet to discuss common issues. Barbara Laws of the Norfolk Public Schools, Pat Franklin of the Newport News Public Schools and Supervision Division Director of the Virginia Art Educators Association, and Jim Harmon, Music Supervisor of the Loudoun County Schools and President of the Virginia Music Educators Association, will lead the discussion.

Advocacy Workshop

June Britt, past President of Virginians for the Arts, and John J. AButch≡ Davies, former member of Virginia House of Delegates, will lead this annual workshop on how to advocate for public funding of the arts. New arts advocates learn how to make their voices heard. Long time arts advocates will learn about the important issues facing the arts in the 2007 General Assembly.

Performing Arts Presenters

The season brochure is due at the designer=s office this afternoon, but the agents for two performers have not returned their signed contracts. The board of directors is meeting tomorrow night, and you have not yet figured out how to balance next year=s budget. Your assistant just left for a higher-paying job. The construction crew for the renovations to the auditorium has run into problems, and the building will probably not reopen by the time of the first performance of the new season. You know that emotional juggling is part of life, but sometimes it is just too much. How do you maintain your sanity and sense of humor when you are being pulled in all directions? Clinical psychologist Dr. Sharon Patterson will lead a session on managing multiple responsibilities while finding time for yourself, family, and friends.

United Arts Funds: The Good, The Bad, & The Ugly

Margot Knight, President & CEO of United Arts of Central Florida, will give an overview of the opportunities and challenges of the united arts fund field, including relationships with arts organizations and with the United Way. Ms. Knight has headed united arts funds in Orlando, Florida, and Raleigh, North Carolina, as well as directing the state arts council of Idaho.

4:00 p.m. Membership Meeting, Virginia Presenters Network

If you are a performing arts presenter in the Commonwealth, here is your chance to learn more about the statewide Presenters Network and how it can make your job easier. Representatives of the Mid Atlantic Arts Foundation will also be present to describe funding opportunities for your next season.

4:00 p.m. Major Arts Institutions Roundtable

Leaders of the large budget arts organizations of Virginia, those with annual operating budgets of over \$1,000,000, will gather to discuss topics of interest.

5:15 p.m. Shuttle Bus Service to Reception

Courtesy of the William Byrd Community House, shuttle busses will take conference participants from the Marriott Hotel to St. Paul=s Church for the reception. Busses will run every 15 minutes, beginning at the Marriott at 5:15 p.m. and leaving St. Paul=s for the last time at 7:45 p.m.

5:30 p.m. Reception for conference attendees, honoring members of the Virginia General Assembly
St. Paul=s Episcopal Church Parish Hall, 815 East Grace Street

St. George Productions= delightful Renaissance actors will be on hand to introduce legislators and entertain guests.

All Virginia Delegates and Senators will receive written invitations to the reception. If you plan to attend, please let your legislators know. Your personal invitation and the fact that you will be there are important.

9:00 to 11 p.m. Virginia Presenters Network Hospitality Room

All are invited to join the Virginia Presenters Network in the second annual Art Works for Virginia hospitality event! This year=s theme is AA Forrest Gump Evening.≡ Come and relax after a long day of professional development and advocacy. AYou want a chocolate?≡

Thursday, January 25

Arts Advocacy Kick Off Meeting
Richmond Marriott Hotel

7:00 a.m. Buffet Continental Breakfast

7:30 a.m. Advocacy Instructions, including tips for visits with legislators. Handout materials will be available.

Visits to the General Assembly

8:30 a.m. Visits with Legislators
General Assembly Building, 9th & Broad Streets

11:30 a.m. Dancers of the Richmond Ballet will escort the Delegates and Senators to

the temporary House and Senate Chambers in the newly renovated Patrick Henry Building, 12th & Broad Streets.

Other Business

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| 12:30 p.m. | Meeting of the Board of Directors, Virginians for the Arts
Valentine Richmond History Center, 1015 East Clay Street |
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Valentine Richmond History Center, 1015 East Clay Street |

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